

product designer

Chrystal Moon

chrismoon.com

763.360.4042

chrys.moon@gmail.com

/in/chrystal-moon

Experience

January 2021 - Present

Intern, UX Designer *Pella Corporation*

- Developed creative, user-centric design solutions for industry-first e-commerce national rollout and website consolidation projects.
- Created customer-facing product selection assistance tools, product listing and shopping pages, department pages, and account experiences while contributing to design system.
- Leveraged change-management skills to implement design and UX architecture changes leading to significant conversion rate increases, bounce rate decreases, and overall funnel optimization within multiple customer interaction sequences contributing to improved online sales numbers.
- Co-lead intern project team through 1st place winning case competition including research, concept development, and business strategy for sustainable competitive advantage.

May 2020 - August 2020

UX Design Intern *PURE UX Consultancy*

- Developed e-commerce listing, shopping cart, and homepage experiences for new brand website launch.
- Created branding and marketing materials including logos, social media graphics, and marketing/website copy.

Education

University of Minnesota

B.S. Product Design, Management Minor

May 2021 | GPA: 3.283

Skills

- Creative Problem Solving
- User Research
- Design Thinking
- Wireframing
- UX / Prototyping
- User-Centric Design
- E-commerce Platforms
- Funnel Optimization
- Scrum / Agile / JIRA

Software

- Figma
- Sketch
- Zeplin
- Adobe Suite
- SolidWorks, Alias, Keyshot
- Google Analytics
- Microsoft Office
- Google Suite

Awards + Organizations

- Dean's List, College of Design | Spring 2020, 2021
- PDMN - UMN IDSA | Board Officer 2020-21
- PDES Program Curriculum Development | 2018-21
- Ted & Linda Johnson Product Design Scholarship | Merit Recipient 2017